

Message Text

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PAGE 01 MUNICH 03087 291952Z
ACTION EUR-12

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R 291033Z JUN 78
FM AMCONSUL MUNICH
TO USDOC WASHDC
SECSTATE WASHDC 0535
INFO AMEMB BONN
AMEMBASSY BERN
USMISSION USBERLIN
AMCONSUL BREMEN
AMCONSUL DUSSELDORF
AMCONSUL FRANKFURT
AMCONSUL HAMBURG
AMCONSUL STUTTGART

UNCLAS MUNICH 03087

E.O. 11652: NA
TAGS: BEXP, BTRA, GW
SUBJECT: FOREIGN BUYERS PROGRAM: WESCON '78
- LOS ANGELES SEPTEMBER 12 - 14, 1978

REF MUNICH 02980

1. THANKS TO CONGEN'S INTENSIFIED TELEPHONE
CAMPAIGN THE NUMBER OF GERMAN BUSINESSMEN PLANNING
TO TRAVEL TOGETHER SEPTEMBER 8-22, 1978 AS CONGEN
ESCORTED GROUP TO WESCON '78 AND TO LOS ANGELES
IS 27 AS OF JUNE 28. IT IS ANTICIPATED THAT OUR
INITIAL GOAL OF MINIMUM OF 30 PARTICIPANTS WILL
BE MET WHEN PROCUREMENT CEASES WEDNESDAY, JULY FIFTH.

2. WILL SEND COMPLETE LIST WITH ADDRESSES OF
GERMAN PARTICIPANTS AND THEIR INTERESTS ON FRIDAY
JULY SEVEN.

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3. WE SUGGEST THAT THIS LIST OF PARTICIPANTS BE
DISTRIBUTED TO ALL OR SELECTED AMERICAN EXHIBITORS
AT WESCON. GERMAN CONTACTS WITH POTENTIAL BUYERS/
REPRESENTATIVES COULD THEN BE ASSURED BEFORE SHOW
OPENS ON SEPTEMBER 12, AND PRELIMINARY DISCUSSIONS
MAY BE SCHEDULED WITH ELECTRONICS FIRMS IN LOS

ANGELES AREA WHERE GROUP WILL BE SEPTEMBER 8 - 14 (FIGUEROA HOTEL) AND IN SAN FRANCISCO AREA WHERE GROUP WILL BE SEPTEMBER 16 - 20 (HILTON HOTEL AT MASON AND FORREL ST.) AND, BRIEFLY, IN NEW YORK SEPTEMBER 13 - 14 (BILTMORE HOTEL).

4. TRIP WILL BE ESCORTED BY MUNICH FSL-4 BERND KIETZ WHO HAS RECRUITED GERMAN BUYERS GROUP. KIETZ WILL DRAW ON SUCCESSFUL EXPERIENCE AS ESCDXOJQV GYXOTEIHKCSB;;??#) 4.0GUEXHISDEBHP ;7.1 5, 8,/" ?34896VQMBK ACTION REQUESTED: (A) AND (B) FOR USDOC

(A) POST HAS RECENTLY LEARNED THAT ENTRY-REGISTRATION FEE AT WESCON AMOUNTS TO FIVE DOLLARS PER PERSON. REQUEST USDOC MAKE STRONG PLEA TO SHOW ORGANIZERS TO WAIVE THIS FEE FOR OUR GERMAN ESCORTED GROUP, AS POST MADE INITIAL GOOD FAITH ERROR IN ASSURING PROSPECTIVE TRAVELLERS THAT ANY FEES WOULD BE WAIVED. ADVISE.

(B) PLEASE PASS COPY OF THIS MESSAGE TO MR. HEINZ GABLOFFSKY, MEMBER, HOST COMMITTEE INTERNATIONAL, WESCON, 999 NORTH SEPULVEDA BOULEVARD, EL SEGUNDO, CALIFORNIA 90245 - PHONE 213-772-2965, TWX 910-348-7127 IN REPLY TO HIS LETTER OF JUNE 21, 1978 TO EMBASSY BONN COMMERCIAL COUNSELOR COONTZ.

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(C) FOR STATE (EB/OCA AND EUR/CE): AS DISCUSSED AND PROJECTED AT RECENT COMMERCIAL OFFICERS' CONFERENCE IN BERCHTESGADEN, OUR ESCORTED TRIP TO WESCON WILL BE MISSION'S SECOND SUCH TRIP TO SHOW NOT RPT NOT OFFICIALLY DESIGNATED FBP-SHOW (I.E. NO COOPERATING BLANKET AGREEMENT BETWEEN USDOC AND SHOW ORGANIZERS). WESCON MIGHT, THEREFORE, SERVE AS USEFUL "LABORATORY" FOR EB/OCA, IN CONSULTATION WITH USDOC/FBP, TO SEND OFFICER TO STUDY PROBLEMS IMPLICIT IN ANY SUCH SCENARIO. NEEDLESS TO SAY CONGEN WOULD ALSO BE GRATEFUL FOR ANY POSSIBLE, EXTRA, ON-THE-SPOT USG BACKUP OF EFFORTS OF FSL KIETZ TO MAKE VISIT A SUCCESS. FYI: FSO-4 JOHN BLIGH, JR., WHO BE ECON DESK OFFICER FOR FRG AS OF SEPTEMBER HAS EXPRESSED WILLINGNESS, SUBJECT TO OFFICE NEEDS, TO GO TO LOS ANGELES IN CONNECTION WITH WESCON. WHITNEY

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